

## Beer - China - December 2020

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“A slight pickup in retail volume is attributed to COVID-19, which has bred in-home beer drinking. However, the market’s long-term growth will be driven by premiumisation and the good news is that consumers are willing to splurge on beer made from quality malt and hops.”

– Wen Yu, Research Analyst

This report looks at the following areas:

This report will look at the following areas:

- How has the COVID-19 outbreak impacted the beer market?
- What factors are likely to trigger premiumisation in beer purchases?
- How do brands manage to penetrate beer to more consumption occasions and enlarge the consumer base?
- What can brands do to address consumers’ elevating health concern towards beer drinking?
- How to promote beer products more efficiently in the post-outbreak era?

The COVID-19 outbreak has beefed up consumers’ in-home beer drinking habits, which means retail sales of beer will still achieve moderate growth both in volume and value terms in 2020. In the long term, Mintel thinks that the market is more likely to be driven by value growth than volume. Consumers’ willingness to pay more for quality ingredients is a precious opportunity for brands to trade up their offerings. Another chance lies in the future development of low-calorie hard seltzer, which primarily appeals to young and health-aware consumers.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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<b>Year</b>	
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